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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/207,945	12/09/1998	BINH NGUYEN	5577-115	7467
20792	7590	09/23/2003		
MYERS BIGEL SIBLEY & SAJOVEC PO BOX 37428 RALEIGH, NC 27627			EXAMINER HUYNH, THU V	
			ART UNIT 2178	PAPER NUMBER 3
DATE MAILED: 09/23/2003				

Please find below and/or attached an Office communication concerning this application or proceeding.

Advisory Action	Application No.	Applicant(s)	
	09/207,945	NGUYEN ET AL.	
	Examiner	Art Unit	
	Thu V Huynh	2178	

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 14 August 2003 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE. Therefore, further action by the applicant is required to avoid abandonment of this application. A proper reply to a final rejection under 37 CFR 1.113 may only be either: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114.

PERIOD FOR REPLY [check either a) or b)]

a) The period for reply expires _____ months from the mailing date of the final rejection.
 b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.
 ONLY CHECK THIS BOX WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

1. A Notice of Appeal was filed on _____. Appellant's Brief must be filed within the period set forth in 37 CFR 1.192(a), or any extension thereof (37 CFR 1.191(d)), to avoid dismissal of the appeal.

2. The proposed amendment(s) will not be entered because:

- (a) they raise new issues that would require further consideration and/or search (see NOTE below);
- (b) they raise the issue of new matter (see Note below);
- (c) they are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
- (d) they present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____.

3. Applicant's reply has overcome the following rejection(s): _____.

4. Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

5. The a) affidavit, b) exhibit, or c) request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.

6. The affidavit or exhibit will NOT be considered because it is not directed SOLELY to issues which were newly raised by the Examiner in the final rejection.

7. For purposes of Appeal, the proposed amendment(s) a) will not be entered or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____.

Claim(s) objected to: _____.

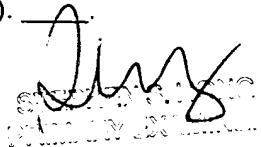
Claim(s) rejected: 1-4, 6-13, 15-17, 19-23, 25-32, 34-36, 38-42, 44-51, 53-55 and 57.

Claim(s) withdrawn from consideration: _____.

8. The proposed drawing correction filed on _____ is a) approved or b) disapproved by the Examiner.

9. Note the attached Information Disclosure Statement(s) (PTO-1449) Paper No(s). _____.

10. Other: _____.



Continuation of 5. does NOT place the application in condition for allowance because:

Applicants argue that "Blumenau does not teach storing a record of a user request with the unique identifier associated with the content object".

This is not persuasive. In col.2, lines 10-34, Blumenau teaches a web page "can itself reference other files". These files are content objects used to generate the specific web page. Each of these objects is transferred to the client and logged (recorded in the server log) with a unique identifier in order to reference to them in a web environment (Blumenau, col.2 lines 34-44). In col.2, line 63 - col.3, line 3, Blumenau teaches these files are used to generate a request web page are also stored in a log file. These clearly indicate that not only a record of the web page itself, but also the unique identifiers of the content objects constitute that web page are recorded in the log file besides any other desired information.

Applicants further argue there is no motivation to combine Monier into Wodarz.

This is not persuasive. Hashing functions are well known to any person of ordinary skill in the art at the time the invention was made to provide unique identifiers to certain entities. Wodarz teaches the step of serving advertisements that have unique identifiers to client content displays. It is obvious for a person of ordinary skill in the art to have looked for a way to generate unique identifier by using a hash function and modified it to combine into Wodarz in order to achieve Wodarz's objective of having unique identifiers to each advertisements. Monier teaches, among other things, the step of using a hashing function to provide an unique identifier for each URL to keep track a vast of web pages (Monier, col.5, lines 55-65 and fig.2), which suggests using hash function to generate unique identifiers to keep track a vast of advertisement web pages in Wodarz, since in reality, enormous advertisements are used/handled to provide to the users, not only four.

Applicants also argue there is no motivation to combine Blumenau into Wodarz and Monier.

This is not persuasive. As already discussed in claim 1, both Blumenau and Shaw teach steps to store transactions and information in web log. Shaw further teaches processing web log to make use of the logged information in advertising. On the other hand, Blumenau's discussion clearly relates to display advertisements using user information contained in the log file (Blumenau, col.1 lines 35-51). A combination of Blumenau and Shaw's log uses into Wodarz col.2, lines 7-13 is obvious for an ordinary skill in the art at the time to keep track advertisements to provide to the user, since user information is recorded in the log file as Blumenau disclosed in col.1, lines 35-51.

Applicants also argue that Shaw does not use log information deciding what information to display to the user.

This is not persuasive. Shaw clearly states that the server system determines which messages (or advertisements) to distribute to the user based on information stored in the log (Shaw, col.4 lines 46-51).